D7|362

TEFAL

Electric grill / Electric barbecue

Electric grill / Electric barbecue

Les performances exclusives de la cuisson par contact

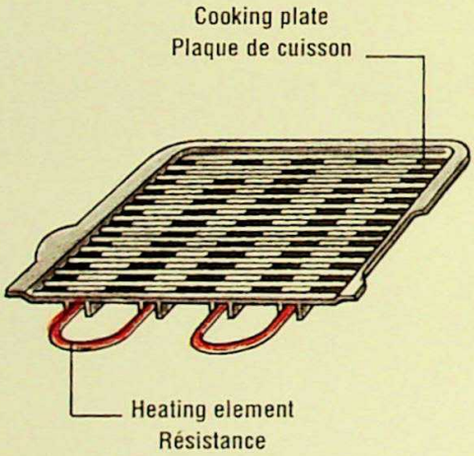
Le Contact System TEFAL met la résistance en contact direct avec la plaque de cuisson pour une diffusion rapide et homogène de la chaleur. Les viandes les plus épaisses sont saisies à coeur, la cuisson de tous les aliments est rapidement et parfaitement réussie.
Les hautes performances de cuisson du Contact System sont atteintes avec un minimum de puissance électrique, ce qui permet une importante économie d'énergie.

The exclusive performance of cooking by contact

Tefal's cooking-by-contact process features a direct contact between the heating element and the cooking plate for a quick and even heat distribution. Even thick meat are grilled to the core, and the cooking of any food is quick and a success.
The high performance of the cooking by contact is reached with a minimum of power which enables important energy savings.

Une cuisson plus saine en toute sécurité

Les jus de cuisson et graisses sont évacués sans aucun contact avec la résistance. Tout risque d'inflammation et de carbonisation est évité pour une totale sécurité d'utilisation. Une garantie pour une cuisson saine et naturelle, sans adjonction de matière grasse.
Sur certains modèles, un thermostat réglable permet de cuire chaque aliment à la bonne température pour un résultat encore plus savoureux.

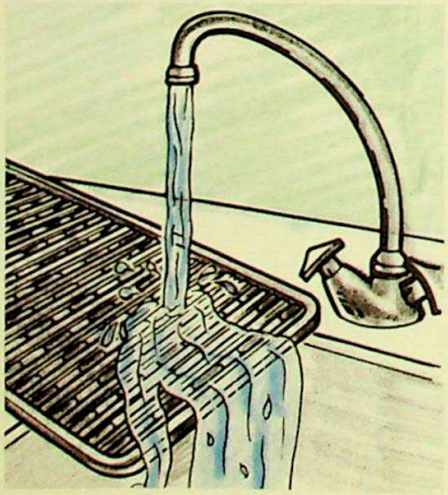


A healthier, safer cooking

Cooking juices and fats are drained without contact with the heating element. Any flaming or charring risk is avoided for a total safe usage.
A guarantee for a healthy and natural way of cooking, without adding of fat.
On some models, an adjustable thermostat allows to grill any food at the right temperature for even better results.

Une plaque amovible et anti-adhésive pour un nettoyage facile

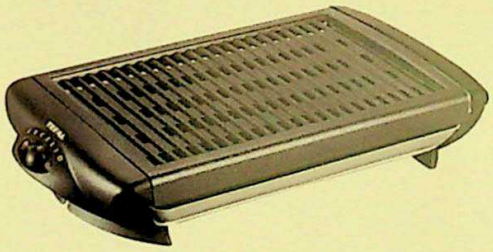
Amovible et revêtue d'anti-adhésif, la plaque de cuisson supprime la corvée du nettoyage.
Elle se nettoie d'un geste et passe également au lave-vaisselle.

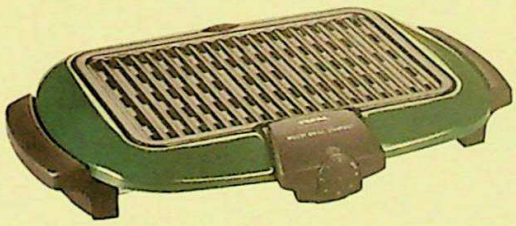


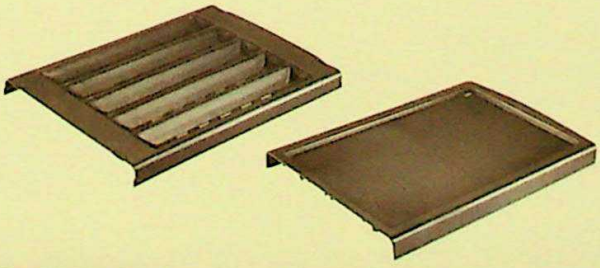
Removable, non-stick coated cooking plate for easy cleaning.

Removable and non-stick coated, the cooking plate is so easy to clean by hand or in the dish washer.

Electric grill







Caractéristiques communes

- Poignées en thermoplastique
- Plaque de cuisson amovible en aluminium avec revêtement anti-adhésif
- Cordon fixe
- Mode d'emploi avec livret de recettes

Excelio NOUVEAU

Réf. 78801

Un Grill de table compact et moderne, très facile à utiliser et à nettoyer.

- Corps en acier aluminié
- Résistance fixe
- Lèchefrite en aluminium
- Voyant lumineux
- Puissance : 950 W

Excelio NOUVEAU

Réf. 78805

Le Grill pour familles nombreuses grâce à sa large capacité.

- Corps en acier aluminié
- Résistance fixe
- Thermostat réglable
- Lèchefrite en aluminium
- Voyant lumineux
- Puissance : 1350 W

Slimline NOUVEAU

Réf. 78834

Un Grill tout en couleur, idéal pour une utilisation à l'intérieur comme à l'extérieur.

- Corps en acier émaillé
- Résistance amovible
- Thermostat réglable
- Coloris : vert sapin
- Puissance : 1100 W

Existe également en bleu nuit (réf. 78830)

Dual

Réf. 78990

Un Grill d'intérieur et d'extérieur qui combine exclusivement 2 fonctions simultanées - Grill et Four - pour garder au chaud et gratiner tous les accompagnements.

- Corps en acier émaillé
- Résistance fixe
- Lèchefrite en aluminium avec revêtement anti-adhésif
- Thermostat réglable
- Plat à four anti-adhésif multiposition : réchauffer - garder au chaud - gratiner
- Puissance : 1350 W

Accessoires pour Excelio uniquement

Réf. 2138212

- Plaque brochettes (grande taille)

Réf. 2138412

- Plaque lisse (grande taille)

Common features

- Thermoplastic handles
- Removable aluminium cooking plate with non-stick coating
- Fixed cord
- Use instructions booklet with recipes

Excelio NEW

Ref. 78801

A compact and modern table Grill, very easy to use and to clean.

- Alumined steel body
- Fixed heating element
- Aluminium drip-pan
- Pilot light
- 950 W

Excelio NEW

Ref. 78805

A Grill for large families thanks to its big size

- Alumined steel body
- Fixed heating element
- Adjustable thermostat
- Aluminium drip-pan
- Pilot light
- 1350 W

Slimline NEW

Ref. 78834

A colourful Grill, for indoor and outdoor use.

- Enamelled steel body
- Removable heating element
- Adjustable thermostat
- Colour : dark green
- 1100 W

Exists also in dark blue (ref. 78830)

Dual

Ref. 78990

An indoor and outdoor Grill that combines exclusively and simultaneously 2 functions - Grill and Oven - to keep warm and brown all accompaniments.

- Enamelled steel body
- Fixed heating element
- Aluminium drip-pan with non-stick coating
- Adjustable thermostat
- Multi-position oven dish : reheat - keep warm - brown
- 1350 W

Accessories for Excelio only

Ref. 2138212

- Kebab plate (large size)

Ref. 2138412

- Griddle plate (large size)

TEFAL

Electric barbecue

Sikinos
Réf. 78960
Un barbecue d'intérieur et d'extérieur haute performance.
- Corps en acier émaillé avec réserve d'eau
- Résistance amovible
- Thermostat réglable
- Pare-vent en acier laqué
- Pieds support
- Puissance : 1100 W

Existe également sans pieds support : Miros 78950

Sikinos
Ref. 78960
A high-performance indoor and outdoor barbecue.
- Enamelled steel body with water reservoir
- Removable heating element
- Adjustable thermostat
- Lacquered steel wind screen
- Stand
- 1100 W

Exist also without stand : Miros 78950

Bahamas
Réf. 78970
Le barbecue d'intérieur et d'extérieur à grande capacité.
- Corps en acier émaillé avec réserve d'eau
- Résistance amovible
- Thermostat réglable
- Pare-vent en acier laqué
- Pieds support avec grille de rangement
- Puissance : 1500 W

Bahamas
Ref. 78970
The large size indoor and outdoor barbecue.
- Enamelled steel body with water reservoir
- Removable heating element
- Adjustable thermostat
- Lacquered steel wind screen
- Stand with storing grid
- 1500 W

Caractéristiques / *Features*	**78801**	**78805**	**78834**	**78990**	**78950**	**78960**	**78970**
Plaque de cuisson anti-adhésive amovible *Removable non-stick cooking plate*	●	●	●	●	●	●	●
Surface de cuisson (cm²) *Cooking surface (cm²)*	715	915	890	1000	890	890	1140
Thermostat / *Thermostat*	-	●	●	●	●	●	●
Puissance (Watt) / *Power (Watt)*	950	1350	1100	1350	1100	1100	1500
Plat à four anti-adhésif / *Non-stick oven dish*	-	-	-	●	-	-	-
Pare-vent / *Wind screen*	-	-	-	-	●	●	●
Tablette support / *Stand*	-	-	-	-	-	●	●
Grille de rangement / *Storing grid*	-	-	-	-	-	-	●

Toutes les puissances sont indiquées pour 230 V.

La Société TEFAL se réserve le droit de modifier à tout moment, dans l'intérêt du consommateur, caractéristiques ou composants de ces produits.

Any wattage is given for a voltage of 230 V.

"TEFAL SA has an ongoing policy of research and development and may modify their products without prior notice".

TEFAL est une marque déposée par TEFAL S.A. France.

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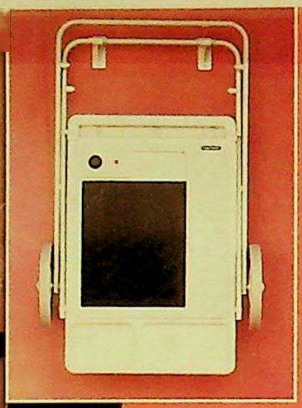
GROUPE SEB

EURO RSCG ENSEMBLE - 12/97 - TF7373

D7/362 rec'd 3/17/88



Party Grill

This grilling cart represents a whole new concept in outdoor entertaining. The ribbed Ceran® glass cook top heats up in 5 minutes, ready to grill the most appetizing salmon steaks, fresh prawns, butterflied game hens or simple hamburgers — the high heat seals in juices and retains flavor. You can even sauté vegetables such as onions and mushrooms directly on the surface. Use the cart indoors, too — it's perfect for keeping food warm at a party. Expertly engineered in West Germany and available in the United States exclusively through Gardener's Eden, the cook top is easy to clean and does not require special tools; you can use metal forks and spatulas without harming it. The grill has three temperature settings and is mounted on a washable white polypropylene cart fitted with compartments for holding condiments and supplies. The lower shelf provides space for plates, glasses and serving dishes. A fitted wooden chopping block and toothed wooden scraper for cleaning the grill are included. The cart comes with wall-hanging hardware (it folds and hangs for storage), a 6 ft. power cord and is UL approved. The cook top measures 14¼″ x 11¾″. Overall size of cart is 29½″ x 26″ x 29″ high and it folds to 41″ x 26″ x 10″. The grilling cart is a perfect companion to the French resin furniture on page 12. #17-319020 $375.00

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GARDENER'S
EDEN

Rattan Plant Baskets

Subtle tones of pink and taupe make these baskets distinctive. They are handsome containers for plants in nursery cans and are also useful for holding fireplace logs. Woven of whole rattan. Interior dimensions: 11½″, 13¾″, 16″ diam.; 12″, 14″, 16½″ deep.
The set #16-312322 $78.00 GE

Railing Planter

H Place flowering plants along a deck railing. This clever container, designed to straddle a wood railing, holds pots of geraniums, petunias c trailing vines, and allows you to change plants easily with the season. M of unfinished cypress, the planter comes in two lengths and will hold 6 8″ pots. Pick the planter to fit the width of your railing, either 3½″ or 5

To fit 3½″ rail:

2 ft. Planter (24″ x 9″) holds 6″ pots only. #17-316141 $42.00

3 ft. Planter (38″ x 11¼″). #17-316166 $56.00

To fit 5½″ rail:

2 ft. Planter (24″ x 11½″). #17-316158 $42.00

3 ft. Planter (38″ x 11¼″). #17-316109 $56.00

Agateware Vase

F Made by Bennington Potters in Vermont, this stoneware vase has an unusual speckled glaze reminiscent of early American spongeware. The lovely color and shape make it a perfect holder for a casual bouquet of freshly picked flowers. 4¼″ top diameter, 7½″ high. #17-315408 $19.50

Gathering Basket

G This sturdy basket of woven split ash is designed for gathering vegetables, flowers and berries. The flat bottom and rigid sides help guard against crushing delicate fruit and the arched handle allows room for foliage. Made in Vermont. 18¼″ x 12″ x 3½″ deep. #17-315671 $17.50

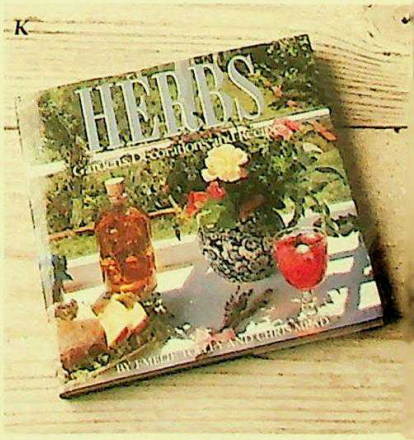
Our thanks to Meadowood, Napa Valley, California for allowing us to photograph on their property.

Goose Planter

J This planter is a life-size representation of a Canad goose, "feathered" in northern white pine and trimm preservative stains. She'll comfortably in the g or on the patio fo years — weathe beautifully wit passing seas Indoors she magazine kindling plants. 30′ with a 12½′ self-drainin planting well Handmade by Virtuosities®, e goose is signed, and wing tagged with its ow serial number. #17-105064 $64.00

The Herbs *Book*

K A wonderfully rich and creative source of ideas for the gardener, this profusely illustrated volume could well be called "the compleat modern herbal." Author Emelie Tolley and photographer Chris Mead have produced a singularly beautiful celebration of the cultivation and uses of these fragrant plants. From intricate theme gardens to simple cottage gardens, to decorative arrangements to delicious recipes, this is a reference you'll turn to again and again. 244 pages; hardbound. #17-273078 $30.00



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Hong Kong Enterprise 11/86, p.268

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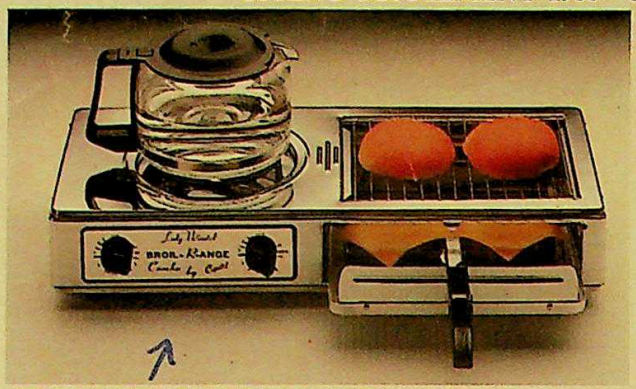
D7/362 Hammacher Schlemmer



THE PORTABLE MINI-STOVE. Ideal for office, dormitory or weekend retreat, this is the only appliance that performs all the cooking functions of a full-sized range in as little space as an ordinary hot plate. It boils, broils, toasts, warms, grills and defrosts, performing up to three separate functions simultaneously. Five-inch diameter, 700-watt stovetop burner has an adjustable dial for heating soup, making coffee, frying and sautéing. Adjustable 800-watt "oven" element broils meat and grills open-faced sandwiches on two-piece broiling pan in lower compartment. Upper grill is ideal for toasting or warming, or can be fitted with a tray provided to form an additional burner. Constructed of chrome steel. Height: 4 inches. Width: 8¾ inches. Length: 20 inches.
21005H . . . . .$59.50 Postpaid and Unconditionally Guaranteed

THE ONLY TALKING SCALE WITH MEMORY. This microprocessor-controlled scale automatically announces your weight (pounds or kilograms) in a clear, digitally synthesized voice, and then (if you wish) tells you how much you have gained or lost since your last weighing, automatically shutting itself off after saying "Have a nice day" or "Goodbye" (whichever you prefer). Memory buttons enable up to five members of your family to keep track of their weights, and there is a guest button with no memory function. Accurate to ½ pound or .25 kilogram. Also announces "My battery is low," and "Overload" when weight exceeds 287 pounds or 130.5 kilograms. Constructed of high-impact plastic with non-skid weighing platform. Memory is maintained when changing the seven AA batteries (included). Volume control. Height: 3 inches. Width: 13 inches. Length: 14 inches. Weight: 9 pounds.
23715H . . . . .$99.95 Postpaid and Unconditionally Guaranteed

ENGLISH WOOL THERMAL BLANKET. Woven of the finest English wool, this blanket's thermal pocket pattern offers year-round comfort: it locks in warmth when the air is cool, breathes during warmer weather. Nylon satin binding. Mothproofed. Available in Camel, Beige or Brown. Please specify color on Order Form.
24122H Twin Size $89.50
24123H Full Size. $99.50
24124H Queen Size $109.50
24125H King Size $129.50
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THE ONLY HOME PULSATING IONIZER. Using technology developed to create the dust-free conditions required for assembly of computer micro-chips, this unique pulsing ionizer cleans the air of smoke, dust and pollen as small as .001 micron in any area up to 250 square feet (a 12 x 20-foot room). In a back and forth sequence, it discharges negative ions into the room for eight seconds and then activates a positive ion collection filter for 28 seconds. When the pollutants come in contact with the negative charged ions, their electrical charge is changed to negative and they are drawn back to the collector. Because it has no fan, it uses less than two watts of electricity, is no bigger than a standard telephone and is virtually silent. Comes with a washable foam filter. The 5½-foot power cord plugs into household outlet. Height: 6 inches. Diameter: 5½ inches. Weight: 1½ pounds.
20512H. . . . .$104.95 Postpaid and Unconditionally Guaranteed

"NEW YORK'S MOST FAMOUS STORE
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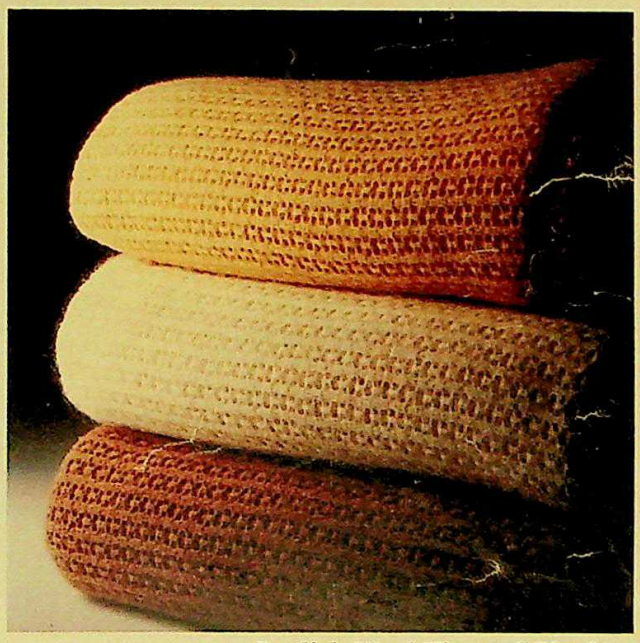
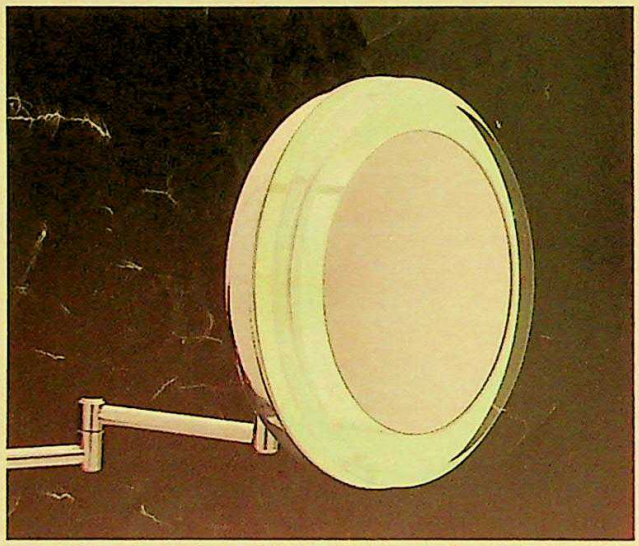
The Only Talking Scale With Memory



English Wool Thermal Blanket

The Only Home Pulsating Ionizer

Genuine Ostrich Plume Telescoping Duster



The Illuminated Multi-Angle Extension Mirror

The Only Adjustable Firmness Mattress

WORLD'S SMALLEST COLOR TV SET. This is the smallest color television available in the world because it uses liquid crystal display (LCD) elements instead of conventional electronic beams to form the picture, eliminating the need for bulky vacuum picture tubes. The 2-inch diagonal screen is flat, minimizing the distortion inherent in curved picture tubes, and is virtually unbreakable, making this TV ideal for travel and recreational use. It uses 52,800 crystals sandwiched between a layer of polycrystalline silicon transistors (the most reliable available and the best at supplying contrast) .3 microns thick and a layer of color filters; direct current is applied by the transistors to the crystals which light up and are colored by the filters in various combinations to yield a picture with full-color range. It will receive VHF channels from 2 to 13 and UHF channels 14 through 69 by means of a continuous tuning dial. Audio and video inputs allow use as a remote video monitor. AC or DC operation; runs on five AA batteries (included) or may be plugged into household outlet or auto cigarette lighter using adapters (available from manufacturer). Housing is high-impact plastic; screen is glass. This is the mode ET-10 made in Japan by Epson. Height: 3 inches. Width: 6¼ inches. Depth: 1⅛ inches. Weight (with batteries): 1 pound.
25309H. . . . .$299.50 Postpaid and Unconditionally Guaranteed

GENUINE OSTRICH PLUME TELESCOPING DUSTER. Imported from Italy exclusively by Hammacher Schlemmer, this duster is made of the highest quality genuine African ostrich plumes; strong yet soft and gentle, with a vast surface area of microscopic hook-like "barbs," the plumes collect and hold dust better than any other material. The 8½-inch polished wood handle attaches to an enameled steel telescoping rod, increasing length from 18 inches for normal use to 6½ feet for cleaning hard-to-reach fixtures, corners, window frames and tall displays. Unlike lambs wool dusters, this one cleans crevices and intricate surfaces.
22006H . . . . .$24.50 Postpaid and Unconditionally Guaranteed

THE ILLUMINATED MULTI-ANGLE EXTENSION MIRROR. This illuminated magnifying extension mirror folds flat against the wall and swings out 15 inches to give you a clear view from any angle, with a ring of shadow-free light to facilitate shaving and application of makeup. The 35-watt, fluorescent bulb reduces fogging. Comes with molly screws for wall mounting. Polished chrome-plated steel and acrylic construction. On/off switch. Plugs into household outlet. Magnification: 3x. Diameter (including light): 10½ inches.
23209H. . . . .$189.50 Postpaid and Unconditionally Guaranteed

THE ONLY ADJUSTABLE FIRMNESS MATTRESS. Each side of this unique mattress can be individually adjusted to your own degree of firmness at the touch of a button without having to leave your bed. Using a combination of latex/cotton air cushions for comfort, separated by fabric I-beams for added support and a 2½-amp motor inflator and control system (included), the mattress can be inflated to the precise firmness of your choice, thus eliminating the progressive and irreversible softening that results in even the finest inner-spring mattresses. The cover is made of removable, washable damask quilting to provide a gentle sleeping surface. Four-inch foam around the sides add shape and support to the mattress. Comes in twin, full, queen and king sizes; full and twin mattresses have only one firmness control.

12267H Twin $399.50
12270H Full $499.50
12271H Queen $599.50
12272H King. $699.50

Postpaid and Unconditionally Guaranteed

his year. Iwatani is also
g that shipments of its
an electrical cooker and
ill reach New York area
stores by June.
Cassette Feu joins two
models introduced to re-
Fall.
e units are lightweight and
both indoor and outdoor
cording to Iwatani. They
a small butane fuel can-
s inserted into the stove to
to three hours of cooking

ssette Feu delivers the
output as most conven-
hen stoves and has an ad-
ame, so it approximates a
ndoor stove. According to
he unit can be used to pre-
de range of dishes, from
rs to bouillabaisse and Jap-
e-side foods like sukiyaki.
e first time that there's
ndoor/outdoor stove with-
l attached to it," explained
nith, a manufacturer's rep-
e for Iwatani in New York
unding areas. "This is a
appliance. With a cord at-
's not."
ition to being cordless, the
Feu is lightweight, so it can
or travel, boating, outdoor
nd camping, the company
ut. A single burner stove
nder four pounds; a double
odel weighs 10 pounds.
ndustry will, in time, recog-
a very useful indoor/outdoor
ook," Smith said. "It has a
ttle uses."
sell convenience with this
do not sell economy," added
, Iwatani's manager of con-
oducts. "And it never needs
y."
ional features include an au-
safety stop that halts the
f gas to the burner if pressure
anister is excessive; instant

The higher end units have cast aluminum burners. A single burner model, A-8, has a suggested retail of $60. The double burner, which also comes with an optional carrying bag and windscreen for outdoor use, retails for $110.

The Prosteam, introduced by Iwatani at the Fall 1985 Housewares Show, is a cooking device that incorporates a steaming feature. Its patented steam generator is designed to prevent food from drying out as it is cooked.

A .95-liter steam chamber is removed from the unit, filled with tap water and replaced. Once the steam chamber is in place, the unit is ready to steam vegetables, or to cook smaller dishes normally prepared in a microwave or conventional oven.

"In addition to the feature of the steamer, this can be used as a broiler and a toaster," Ito said.

Ito added that the Prosteam has a heating capacity of up to 750°F, removable glass door for easy cleaning, adjustable rack, inner walls and waste catch tray made of stainless steel, and UL approval.

For now, however, Iwatani will make the Cassette Feu the focus of its marketing efforts. While the company is confident about its plans to make the product national, Ito and Smith realize the task will not be a simple one.

"The difficulty lies in selling the concept of this unit," Ito said. "This is quite new to the U.S. market. We have to sell the idea, the concept."

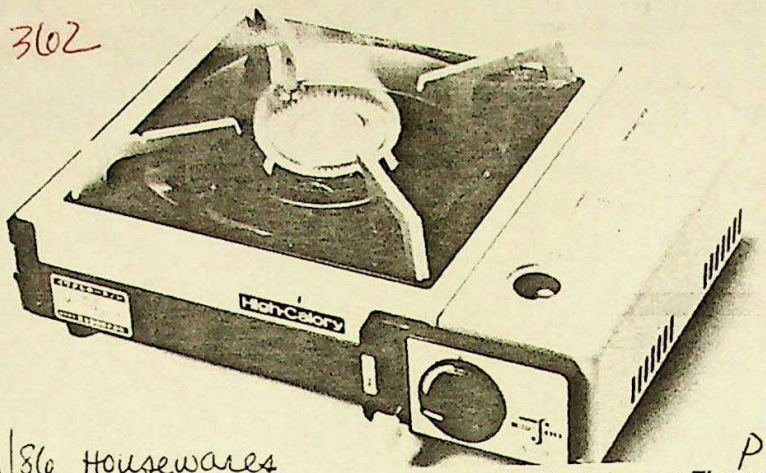
The key, according to Ito and Smith, is showing the unit in operation. Iwatani has concentrated on conveying the product's versatility and convenience features through demonstrations and packaging.

Demonstrations, Smith said, are "almost a must. The most important companies in this business today were put on the map by demonstrators at the store level. Cuisinarts is the perfect case in point. You have to show usage."

Packaging for the Cassette Feu has been revised several times since its U.S. introduction. Plain cartons were followed by graphics, and finally a four-color paste-up, which itself has

category in the industry."

D7/ 362



2/21/86 Housewares p.10

Iwatani will add a lower priced unit to its Cassette Feu line this year. The portable stove delivers about the same heat output as a conventional kitchen stove.

pointing reps. So it's
some time to get our a
fore we do any advertis
"The philosophy at
to get the item into th
and get it visible."
Following its initial
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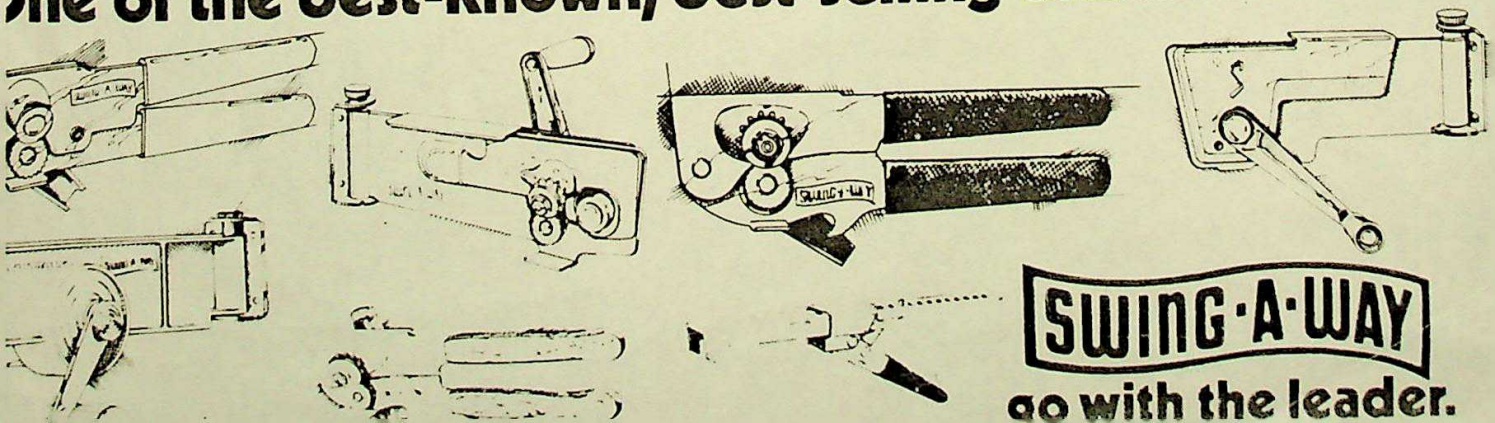
One of the best-known, best-selling brands in house



D7|362

C The multi-function **Smokeless Table Top Grill** is designed for the easy, instant preparation of grilled poultry, fish, meats and vegetables indoors or out. Infrared heat (the same as that produced by a charcoal fire) is produced by the ingenious and patented gas burner which runs around the perimeter of the grill. Fat cannot fall onto the heat source, so there are no bursts of flame or smoke — it all drips into a pan of water. The grill lights automatically and burns for almost 1½ hours on one canister of butane fuel (not included). Unit comes with a cast iron grill for steaks and chops, a wire grill for vegetables and a metal frame with 5 skewers for shish kebabs. This is an outstanding alternative to a barbecue (you can also use saucepans on it), it's safe in operation and it gives excellent culinary results. 14½" W. x 6½" H. x 11¼" D. #40-80895 Regularly $95.00 **Special Price $76.00***

Butane Fuel Canisters are available separately. 8 oz. each. Set of three #40-83345 $10.50*

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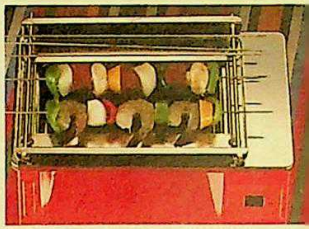

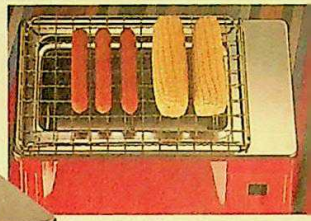

D Awning Striped Tablecloth & Napkins of 100% cotton are handloomed in India in gorgeous tropical colors: flame, ochre, berry, blue, and green with white. Fully hemmed.

Tablecloths:
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60" x 84"
#40-62869 $15.00
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#40-62844 $20.00
72" x 108"
#40-62877 $25.00

Napkins, 20" square.
Set of six
#40-62893 $9.00

To order by phone, call (415) 652-9007

williams-Sonoma Catalog
April 1985, p. 1

A Barbecue Set of solid stainless steel consists of a fork, a spoon, a slotted spatula and efficient scissor tongs. Heavy, rigid and built to last, these tools are of excellent quality. Approx. 19" long. Set of four #40-82545 $15.00

B The **Smoke'N Pit** is the original, compact four-way outdoor kitchen in which you can smoke, roast, steam or barbecue foods with ease. Even cheaper cuts can become tender and succulent as they self-baste in this modern smoker. Cold-rolled steel body with anti-rust undercoat and heat-resistant enamel finish. Instructions and recipes included.
Black #40-13797 **Orange** #40-13813
Regularly $80.00 **Special Price $67.50**

C Reversible, hinged French tinned steel **Fish Grill** cradles a whole fish securely for cooking over charcoal or wood. We include two 3 oz. bags of dried French **Fennel** so that you can make your own version of the classic *loup de mer au fenouil.* (Put some fennel stalks over the coals when the fish is almost cooked: the fragrant smoke will perfume it.) The legs fold flat for storage. 19¾" L. x 6¼" W. x 4½" H. when open. #40-82834 $21.00

D Williams-Sonoma **Mesquite Chunks and Hickory Chunks** give that true, delicious woodsmoke flavor to barbecued foods. A new machine has been developed to cut wood into even size chunks enabling you to get even heat over the entire barbecue cooking surface. Hardwood burns hot, searing in food juices and shortening cooking time for more flavorful results. Chunks can be used as the sole source of fuel, or laid on top of a bed of charcoal to obtain the aromatic smoke. Directions and suggestions for use are included. 7½ lbs.
Set of two bags (packed especially for us), one of each. #40-81943 $12.00

E Easy Embers™ **Charcoal Starter** gets briquettes evenly heated and ready to use in under 10 minutes! Just crumple two sheets of newspaper under the tapered steel cylinder, fill the cylinder with charcoal and light the paper. Holds 4½ lbs. charcoal. 10½" H., made in USA. #40-13631 $13.00

Our *Grande Cuisine* symbol denotes a Williams-Sonoma exclusive.

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A

Sea Bass with Dried Fennel
During the last few minutes of grilling a whole sea bass (or fillets) over a charcoal or wood chip fire, place a few stalks of dried fennel on the coals under the fish and let them flame up. Turn the fish once.

If using a fish grill, after cooking the fish in the grill over a charcoal or wood chip fire, place the grill with fish over a fireproof dish containing a few stalks of dried fennel which have been sprinkled with cognac; ignite and flame the fish.

B

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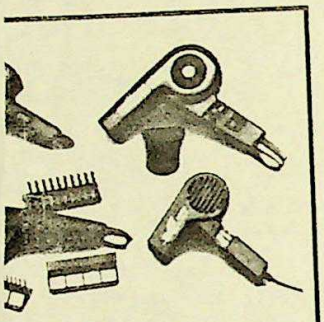

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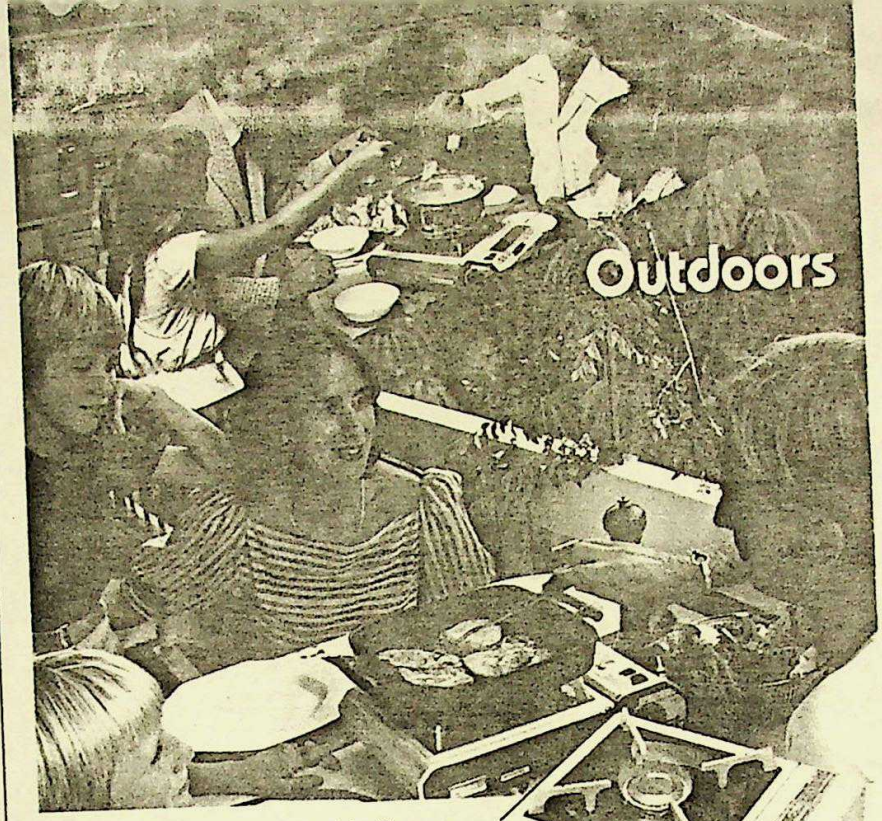

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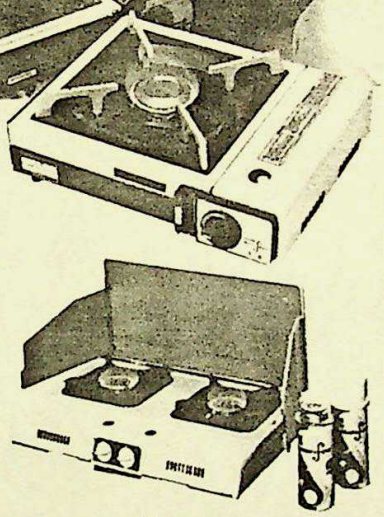
Direct from the Orient . . . Cassette-Feu — compact, lightweight, economical and completely portable. Great for indoor table-top dining, camping, boating, home cookouts, tailgating and more.



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Portable Gas Cooker

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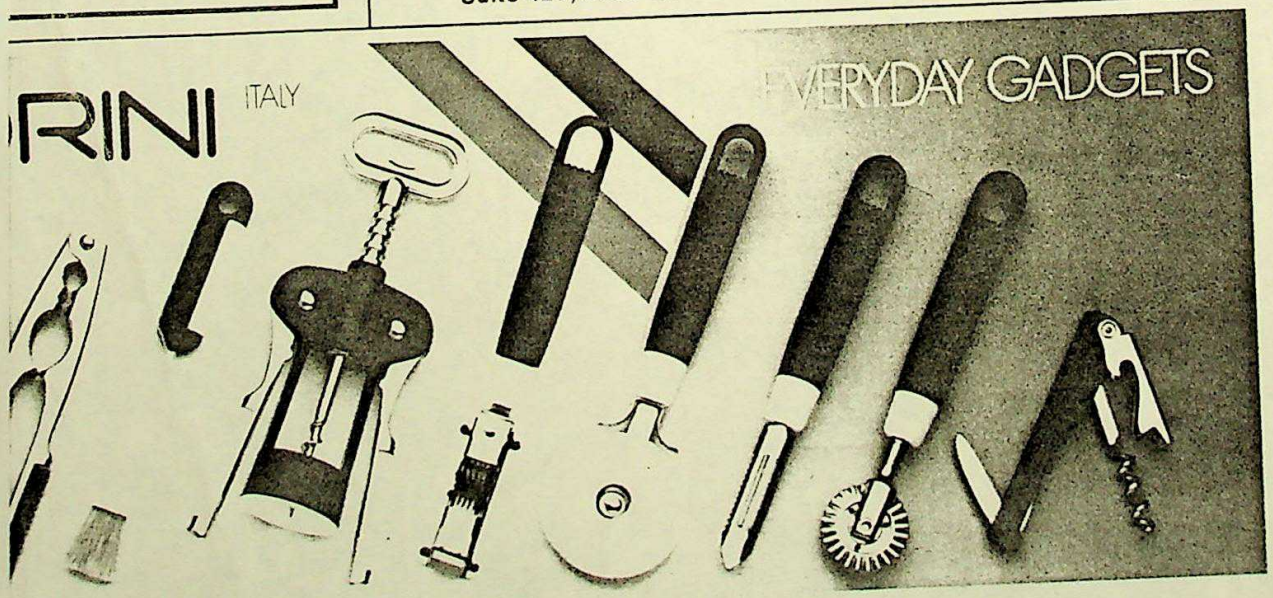
Housewares, 3/21/85, p.129



See us at McCormick West, W2617-2618

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Merchandising, Vol. 8, Jan. 1983, p. 95

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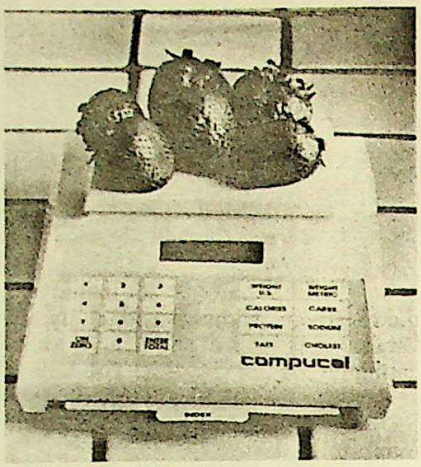

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can be measured in a container. Compucal can subtract the weight of the container before computing the information.

Oreo cookies, McDonald's hamburgers and Fritos corn chips are just a few of the well-known foods which are programmed into the computer's memory.

Personal Computer Industries, 14241 Ventura Blvd., M, Sherman Oaks, CA 91423.

Seiko keyhole wall clock tops new quartz entries

NEW YORK—A line of 29 quartz clocks has been unveiled by Seiko Time Corp. This brings the total line to 150 models.

The line consists of seven desk-table clocks, five mantle units and 17 wall clocks. Shipping will begin late this month. Suggested retail prices range from $65 to $195.

A swinging pendulum highlights the keyhole wall model. It features classic styling and an antique white dial.

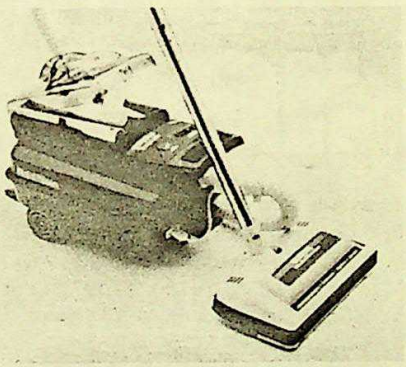
Seiko Time Corp., 640 Fifth Ave., M, New York, NY 10019

Power Team vac has full-bag sensor

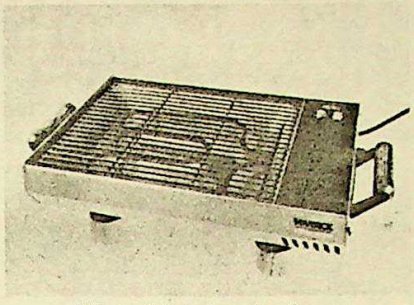
BLOOMINGTON, IL—Vactronic model 1790 Power Team vacuum has been introduced by Eureka.

The four peak horsepower vacuum features Quiet Kleen,® which reduces motor noise without affecting motor power. A full-bag sensor measures bag fullness more accurately then conventional indicators, said Eureka. Suggested retail is $399.95.

The Eureka Co., M, Bloomington, IL 61701.



Eureka vacuum 1790



Maverick indoor barbecue

Indoor grill sears food like outdoors

UNION, NJ—An indoor grill has been introduced by Maverick Industries. Model MI-1505 has an 11-in. by 14-in. cooking area, and sears foods like an outdoor barbecue, maker said.

The unit does not require venting and plugs in anywhere. The UL-listed model costs less than 12 cents an hour to operate, according to Maverick.

The grill features an "open air searing" reflective system. It drains fats and juices into a concealed grease tray which prevents burning. The tray is removable during or after use.

The handle and feet of the model are made of solid oak and ash. The grill offers an adjustable heat control to allow fast or slow cooking.

Model MI-1505 is packaged in a choice of four-color litho or plain UPS mailer cartons.

The grill comes with a two-year warranty. Suggested retail price is about $70.

Maverick Industries, Inc., 5 Stahuber Ave., P.O. Box 3113, M, Union, NJ 07083.

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The power to make you beautiful.™

arance of our customers is important
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pany.
setters to foot massagers, our products
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In 1981, we ran 53% of all advertising for hair dryers; 86% for foot massagers; 65% for lighted mirrors; and we ran 94% of all advertising for hairsetters.

Spending more on advertising than our competitors helps keep Clairol at the top. After all, the better we keep up our appearances, the more women will appear in your store asking for Clairol.

PAGE 39 TOP

On the Shelves by '82?

NOV. 17, 1980
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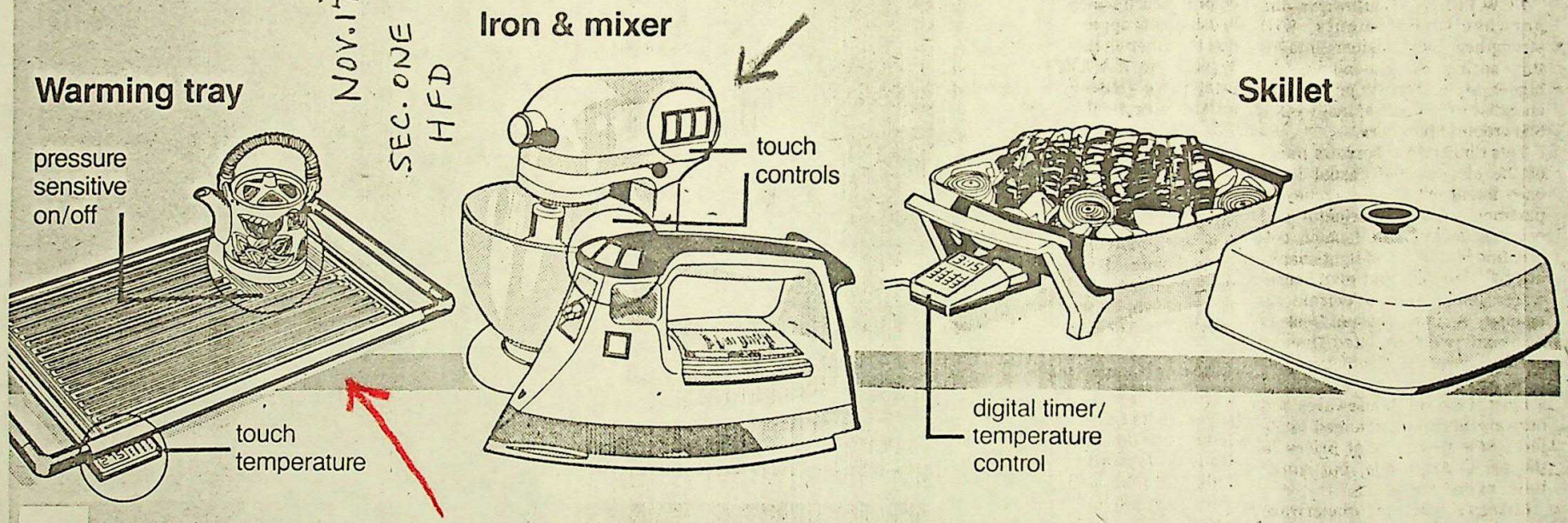

MICROCOMPUTER products for the future: Pictured are some of the products using microprocessor chips which are expected to be introduced in the next 18 months. From left: Vacuum cleaners are expected with a chip controlling the motor, thus creating efficiencies that permit the motor to be smaller. Controls on food processor motors, it is said, will allow for less gearing. Digital timers are coming, as well as chip-based metric measurement converters. A multi-function convection oven that has convection, radiant bake, broil and toast modes is on its way. A warming tray with pressure-sensitive on-off switch is expected. Touch controls on small appliances such as mixers and irons are coming, and so are skillets with chip-controlled timer and temperature, industry sources say.

D7/362

Copies in
D7/379
360
402
D7/ Warming Cooking Box.

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GB 2025207
JAN 1980

(12) UK Patent Application (19) GB (11) 2 025 207 A

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(43) Application published
23 Jan 1980
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196 211 223 231 233 253
AG
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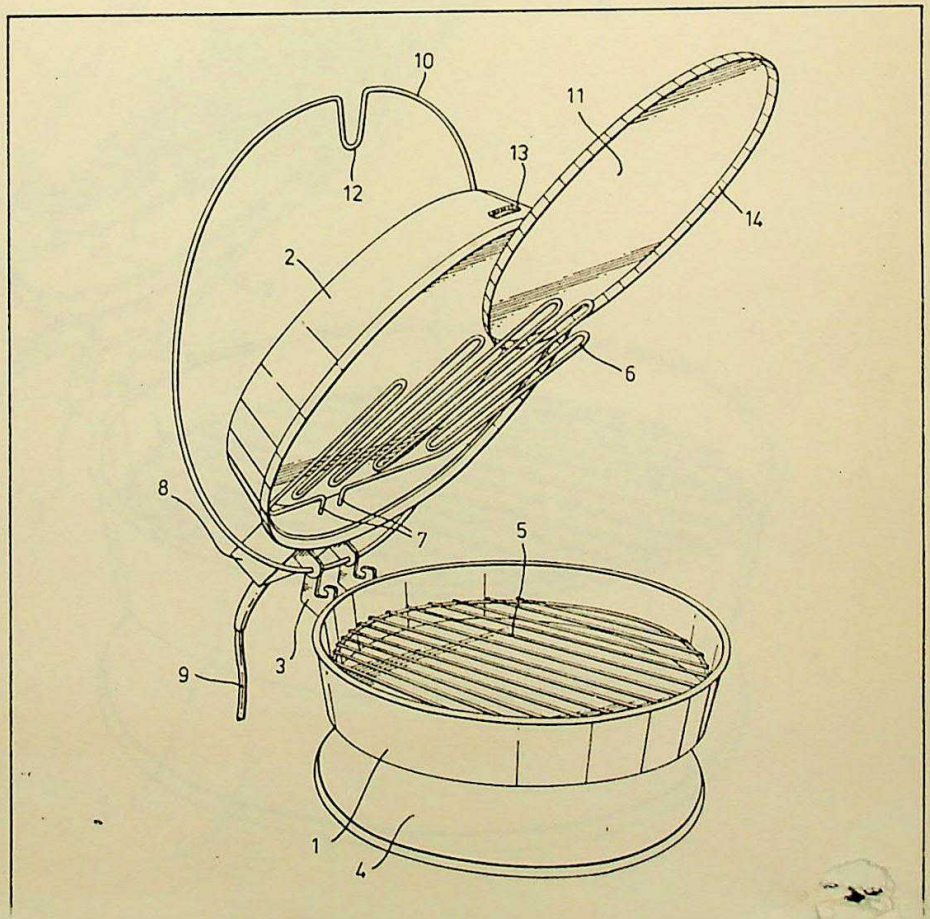
A4A
A4D
H5H
(71) Applicants
Reunanen & Roviola Oy,
27230 Lappi TI., Finland
(72) Inventor
Kosti Albert Reunanen
(74) Agents
Fitzpatricks

(54) Grill

(57) A grill comprises an open top vessel 1, a grid-iron 5 located in the vessel to support the food to be grilled, an upper vessel or lid 2 connected to the first vessel by hinges 3 and being adjustable between a position at which it closes the first vessel 1 and a plurality of positions in which the first vessel is open to some extent. An electric heating resistance 6 is mounted in the upper vessel 2 and is connected to the hinge position for the upper vessel so that in its heating position the resistance 6 can be made substantially parallel to the edges of the upper vessel 2 and enabling it to be pivoted from this position over its hinge position to a partly open position beneath the edges of the upper vessel so that it is then possible to place the reflector plate 14 above the resistance 6 in the upper vessel.



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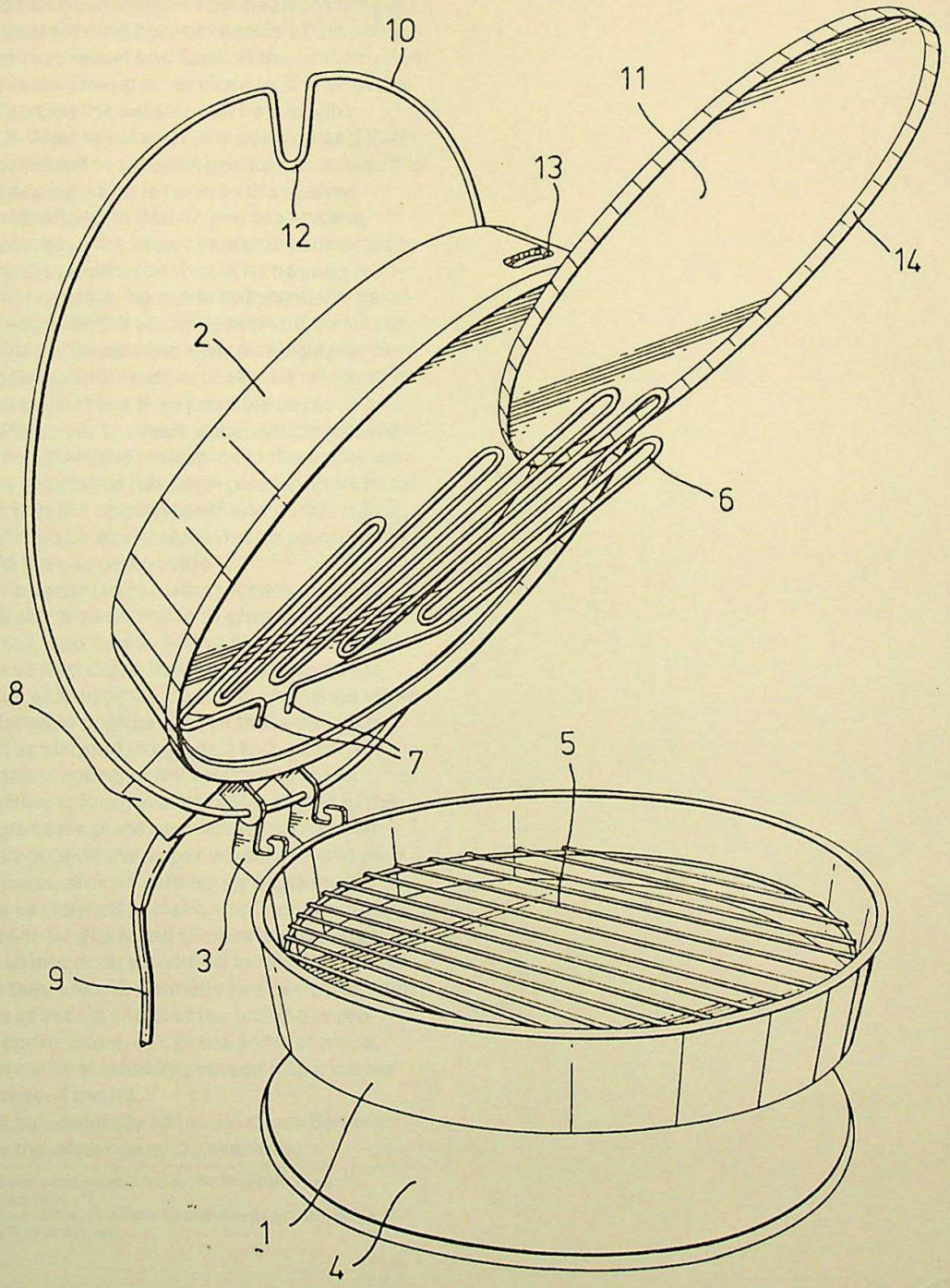
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SPECIFICATION

Grill

The present invention is concerned with a grill which comprises a vessel open at the top, a gridiron placed into said vessel, for supporting the foods to be grilled, to which first vessel an upper vessel or lid has been fastened by means of hinges, said upper vessel being approximately of the same size with the first vessel and open at the bottom, and the hinge position being at, or close to, the edges of the vessels so that the vessels can be brought against each other or close to this position and that they can be opened to an open position or allowed to remain in a position that is open to the desired extent.

The invention is in particular characterized in that an electric heating resistance placed in the upper vessel is connected to the above hinge position so that, in its heating position, the resistance can be made substantially parallel with the edges of the upper vessel and that it can be pivoted from this position over its hinge position to a partly open position underneath the edges of the upper vessel so that it is then possible to place a reflector plate above the resistance, which remains above the resistance in the upper vessel when the resistance has been pivoted to its heating position into the upper vessel and which reflector plate can also be easily removed by pivoting the resistance to the opened position.

An embodiment of the invention is illustrated by the attached drawing. It shows the grill in the open position. In the drawing it is possible to see the lower vessel 1, the upper vessel 2, and the connecting hinge position 3, as well as the pedestal 4 of the lower vessel. The gridiron 5 is in the lower vessel at a distance from its bottom as supported by brackets or equivalent (not shown in the drawing), and the gridiron can be lifted away from its position, e.g., for cleaning.

The ends 7 of the heating resistance 6 extend through loose-fitting openings in the rear wall into a piece 8 that includes a contact box, to which the electricity cable 9 is connected by means of a contact plug. The piece 8 is by means of levers, slanting faces gliding against each other, etc. (not shown in the drawing) connected to a ring 10 near the hinge position 3 so that, when the ring is turned in relation to the lid, to the position shown in the drawing, the heating resistance is pivoted down in relation to the lid, as is shown in the drawing.

Then, the reflector plate 11 can be placed in position onto the heating resistance or removed from same. After the heating reflector plate has been placed onto the resistance, the ring 10 is pivoted around the upper vessel. The curve 12 in the ring is then elastically pressed into the recess 13 in the wall of the lid and locks the ring into this position. Correspondingly the heating resistance 6 has been locked into a position in which it is inside the upper vessel in a plane that is substantially parallel to the plane of the vessel edges. Food placed onto the

By means of an adjustment mechanism related to the lid and keeping it in a position at each particular time open to the desired extent (not shown in the drawing) it is easy to control the heat required by the foods to be grilled. When the lid is at the lowest position, the maximum heating is obtained to the object of heating. A more or less open position of the lid correspondingly reduces the heat radiation. In this way it is possible to control the heating.

The electric resistance wire of the heating resistance is insulated in the ordinary way from the surrounding metallic protective pipe, which keeps the resistance in the shape of meander line 6. When the electric current is switched on to the resistance, the resistance glows and radiates heat to the food to be grilled, placed on the gridiron.

When the heating resistance is placed in the lid part, it does usually not come into contact with the food to be grilled, placed on the gridiron underneath. This is why fat cannot drop onto the resistance and produce detrimental smell.

The heat radiation that is directed from the electric resistance upwards and diagonally upwards, i.e. from the food to be grilled away, is reflected from the reflector plate and directed back again towards the food to be grilled. This is intensified by the shiny and bright face of the reflector plate. The lower vessel may also have a bright inside face, e.g. glossy enamel, and reflect back those heat rays that have passed by the food to be grilled downwards and diagonally downwards.

When reflected back, those rays may be directed at the bottom and side faces of the food to be grilled. In order that the faces reflecting heat rays should remain constantly as glossy as possible, the upper and lower vessel may be appropriately enamelled with self-cleansing enamel.

The brightness of the reflector plate may be ensured so that a new reflector plate is used for each grilling. Such disposable reflector plates are made of thin and glossy metal sheet of low cost, such as aluminium foil. After grilling, the reflector plate with its edges 14 that have been bent downwards may also be used for covering the grilled food slices on the plate on the table, which keeps the grilled food warm for a longer time than otherwise.

Of course, it is also possible to wash and clean the reflector plates after use, which is meaningful when the plates are made of a thicker and more expensive material.

Easy removal of the reflector plate after use and easy replacement of a new or cleaned plate are permitted by the grill mechanism in accordance with the invention. When the ring 10 is pivoted, the heating resistance 6 assumes the opened position shown in the drawing, which permits replacement of the reflector plate even when the resistance meander is still hot. When the ring is then pivoted to its locked position, the grill with its reflector plate is again ready for use. When the point 12 is in the recess 13 and the ring is in its thereby locked position and when the upper and lower vessel are lo[illegible] against [illegible] move the grill fr[illegible]

faces.

The grill described above is well suitable for grilling various foods, such as chops, beefsteaks, sausages, broilers, etc. It is also excellently suitable for toasting bread.

The invention is not restructed to the embodiment described above and illustrated in the drawing, but it may show variation in many ways within the scope of the patent claims to be presented below.

CLAIMS

1. A grill which comprises a vessel open at the top, a gridiron placed into said vessel, for supporting the foods to be grilled, to which first vessel an upper vessel or lid has been fastened by means of hinges, said upper vessel being approximately of the same size with the first vessel and open at the bottom, and the hinge position being at, or close to, the edges of the vessels so that the vessels can be brought against each other or close to this position and that they can be opened to an open position or allowed to remain in a position that is open to the desired extent, characterizied in that an electric heating resistance placed in the upper vessel is connected to the above hinge position so that in its heating position, the resistance can be made substantially parallel with the edges of the upper vessel and that it can be pivoted from this position over its hinge position to a partly open position underneath the edges of the upper vessel so that it is then possible to place a reflector plate above the resistance, which reflector plate remains above the resistance in the upper vessel when the resistance has been pivoted to its heating position into the upper vessel and which reflector plate can also be easily removed by pivoting the resistance to the opened position.

2. A grill as claimed in claim 1, characterized in that the reflector plate is made of glossy sheet, e.g. aluminium foil, and that its edges are bent slightly downwards so that these bent positions keep the rest of the foil at a distance from the resistance when the foil is placed in position above the resistance.

3. A grill as claimed in claims 1 to 2, characterized in that the pivoting of the resistance to the opened position for removal or replacement of the reflector plate takes place by pivoting an annular piece, placed outside the upper vessel at a distance from said vessel, around said hinge position.

4. A grill as claimed in claim 1 to 3, characterized in that the annular piece and the heating resistance can be locked into such a position in relation to the lid in which they are substantially in a plane parallel to the edges of the lid and that the locking is produced by a curve, point, etc. in the annular piece, which curve etc. is elastically pressed into a corresponding recess in the lid.

5. A grill substantially as herein described with reference to the accompanying drawing.

Printed for Her Majesty's Stationery Office by The Tweeddale Press Ltd., Berwick-upon-Tweed, 1979.
Published at the Patent Office, 25 Southampton Buildings, London, WC2A 1AY, from which copies may be obtained.

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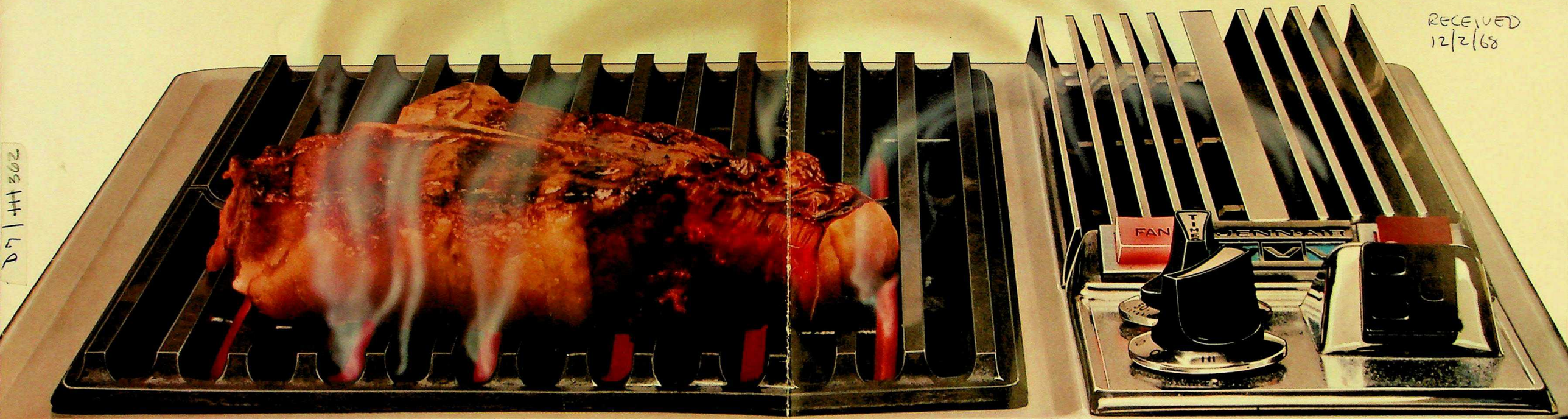

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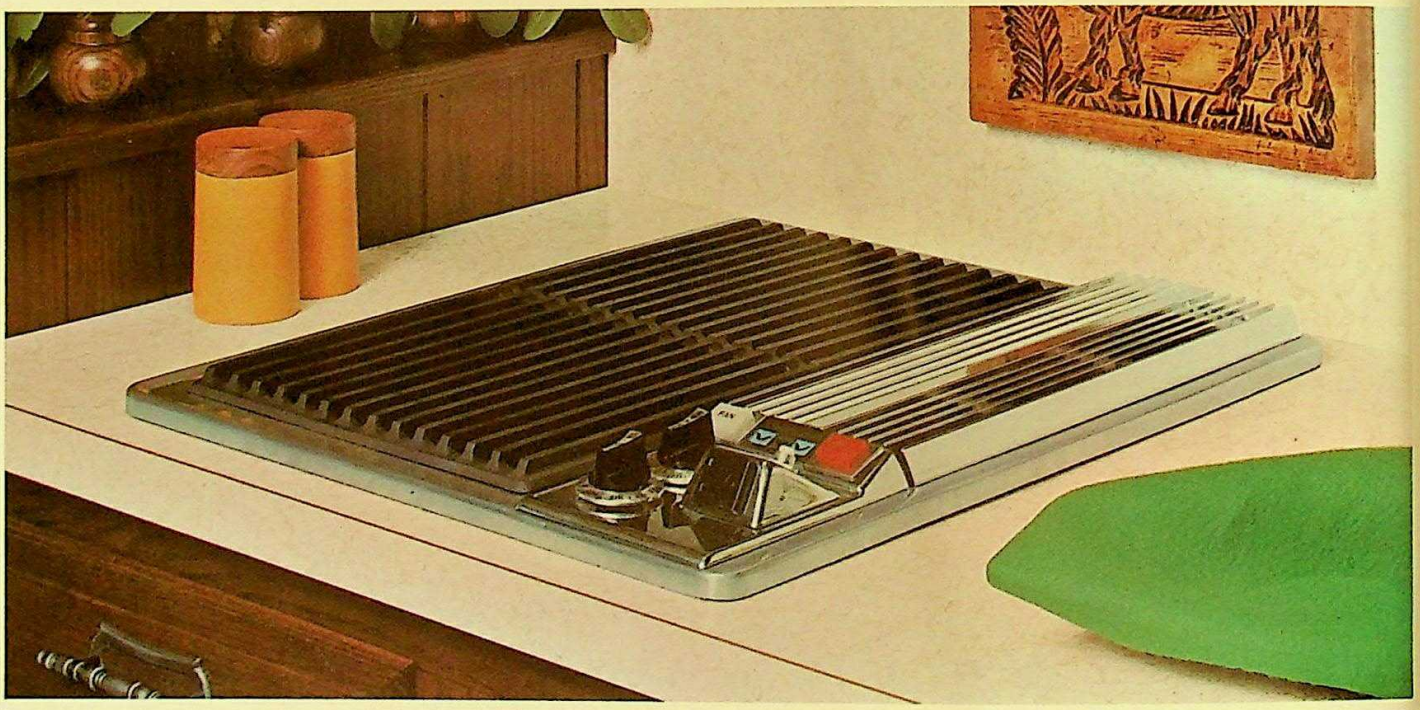

The Swingers

. . . young and old turn on the good clean compactness of indoor broiling year round. Smoke and odors vented outside, authentic charbroiled flavor. All so affordable.

FORM NO 10-205R

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Model No. 2365 EGS

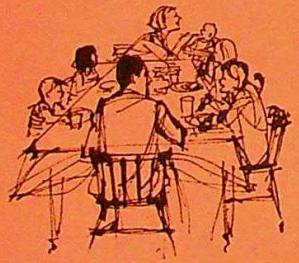
Major Features: Single Bar-B-Q grill with 190 sq. in. cooking area. Convenience outlet for simultaneous use of electrical skillet or other countertop appliance. Self-venting at surface level exhausts all smoke and odors outdoors. **Controls:** Infinite range. Built-in 60 minute timer. Pilot light shows when broiler element is on. Lighted fan switch. **Grill:** Black cast-aluminum grill, in two removable sections. **Griddle:** Included. Permanent-type, non-stick griddle may be used with metal spatula. **Exhausting:** Self-vent at unit's surface exhausts smoke and odors outdoors. Permanent, washable filter lifts out. **Internal Parts:** Permanent grill rock in broiler compartment. Drip-collecting detachable container. All inside surfaces porcelain-on-steel. Self-cleaning process. **Elements:** Broiler element, 2800 watts. 220 volts. **Optional:** Self-mounting electrical rotisserie. **Finishes:** Satin Chrome, Black textured and Satin Chrome Hammertone. **Dimensions:** Overall, 18 1/16" W x 21½" D. Cut Out, 16⅞" W x 20¼" D.

the PROFESSIONALS...

. . . treasure leisure hours with summertime taste of Jenn-Air's Indoor Bar-B-Q and welcome the quick meal efficiency of two elements plus included griddle top.

Model No. 2350 EGS

Major Features: Single Bar-B-Q unit with two conventional heating elements, with self-venting between. Internal self-cleaning feature. **Controls:** Infinite Range. Built-in 60 minute timer. Pilot light shows when any element is on. Lighted fan switch. **Grill:** Black cast-aluminum grill, in two removable sections. **Griddle:** Included. Permanent-type, non-stick griddle may be used with metal spatula. **Exhausting:** Self-vent at unit's surface exhausts smoke and odors outdoors. Permanent, washable filter lifts out. **Internal Parts:** Permanent grill rock in broiler compartment. Drip-collecting detachable container. All inside surfaces porcelain-on-steel. **Elements:** High speed elements. 220 volts. Broiler element, 2800 watts. **Optional:** Self-mounting electrical rotisserie. **Finishes:** Satin Chrome, Black textured, and Satin Chrome Hammertone. **Dimensions:** Overall, 29⅞" W x 21½" D. Cut Out, 28⅝" W x 20¼" D.



THE GROWING FAMILY...

. . . thrills to the wholesome cooking, space-saving countertop convenience and economy of the Jenn-Air four element with built-in exhaust. Great for vacation homes and cottages too.

Model No. 2300 ERS

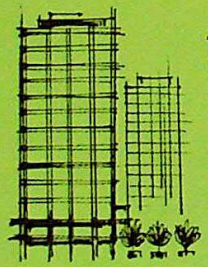
Major Features: Four heating elements, with self-venting at surface level. **Controls:** Infinite range. Pilot light shows when any element is on. Lighted fan switch. **Exhausting:** Self-vent at unit's surface exhausts smoke and odors outdoors. Permanent, washable filter lifts out. **Internal Parts:** All inside surfaces porcelain coated. **Elements:** Four high-speed, lift-up elements. 220 volts. **Finishes:** Satin Chrome. **Dimensions:** Overall, 29⅞" W x 21½" D. Cut Out, 28⅝" W x 20¼" D.

The Entertainers

. . . delight guests by the dozen with the double capacity of Jenn-Air's twin-grill Indoor Bar-B-Q. No smoke, no flameup. Just tangy, desired doneness for holidays and occasions year 'round.

Model No. 2370 EGS

Major Features: Twin Bar-B-Q grills with 380 sq. in. of cooking area. Self-venting at surface level, exhausts all smoke and odors outdoors. **Controls:** Infinite range. Built-in 60 minute timer. Pilot light shows when either grill is on. Lighted fan switch. **Grill:** Two removable black cast-aluminum grills, each in two sections. **Griddle:** One included. Permanent-type non-stick griddle, may be used with metal spatula. **Exhausting:** Self-vent at unit's surface exhausts smoke and odors outdoors. Permanent, washable filter lifts out. **Internal Parts:** Permanent grill rock in broiler compartment. Drip-collecting detachable container. All inside surfaces porcelain-on-steel. Self-cleaning process. **Elements:** Two broiler elements, 2800 watts each. 220 volts. **Optional:** Self-mounting electrical rotisserie. Additional griddle. **Finishes:** Satin Chrome, Black textured, and Satin Chrome Hammertone. **Dimensions:** Overall, 29⅞" W x 21½" D. Cut Out, 28⅝" W x 20¼" D.

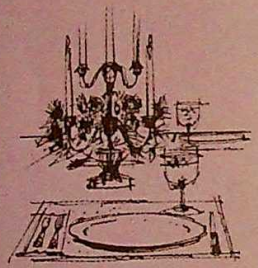


the Urbanites

...set the pace for streamlined living with this space-saving two-element unit. Built-in surface exhaust system keeps compact living space fresh as all outdoors.

Model No. 2320 ERS

Major Features: Two high-speed heating elements, plus convenience outlet for simultaneous use of electrical skillet or other countertop appliances. Self-venting at surface level exhausts all smoke and odors outdoors. **Controls:** Infinite range. Pilot light shows when either element is on. Lighted fan switch. **Exhausting:** Self-vent at unit's surface exhausts smoke and odors outdoors. Permanent, washable filter lifts out. **Internal Parts:** All inside surfaces porcelain coated. **Elements:** Two high-speed, lift-up elements. 220 volts. **Finishes:** Satin Chrome. **Dimensions:** Overall, 18 1/16" W x 21 1/2" D. Cut Out, 16 7/8" W x 20 1/4" D.



the Aristocrats...

. . . appreciate tomorrow's concept in cooking, today. Jenn-Air's air-conditioned range . . . assures the cool comfort, fresh atmosphere of the finest restaurants. Exhaust blower sound-conditioned for whisper-soft sound levels. Hood closes completely to conceal elements.

Model No. 2514 A

Major Features: Four high-speed heating elements, recessed in luxurious lifetime brushed stainless steel, with closing cover. In use, raised cover's built-in ventilation slot exhausts smoke and odors outdoors. Twin recessed lights in cover. **Controls:** Top-mounted infinite range. Pilot light shows when any element is on. Lighted fan switch. Power to all elements and venting system is automatically "off" when range cover is lowered. **Griddle:** Includes 180 sq. in. aluminum griddle as standard equipment. **Exhausting:** Built-in ventilation slot in cover exhausts smoke and odors outdoors. Permanent cleanable filter removes in seconds. Five year warranty on ventilation system. **Internal Parts:** All inside surfaces porcelain coated. **Elements:** Four high-speed, lift-out elements. 220 volts. **Finish:** Brushed stainless steel. **Dimensions:** Overall, 40" W x 19⅝" D. Cut Out 38⅞" W x 18⅜" D.

Custom "30" Eye-level Oven This contemporary electric baking and broiling oven combines fashionably with Jenn-Air's surface units to complete your cooking center. Featured in this 30" wall mounted oven are large non-fog door, porcelain interior walls, chrome back panel and racks. Includes electric clock, 4-hour timer, switch for range top illumination. Model 2280 EEL; 30" wide x 16½" high x 16½" deep.

Custom I Smart styling and practical convenience are tastefully combined in this Jenn-Air wall oven. Clock controlled baking, broiler, 60 minute timer, oven light, back-lighted control panel, non-fog oven window, signal light shows when oven is on. Satin chrome door (Model 2250 ENS) or coppertone finish (2250 ENC). Cutout dimensions are 22⅜" wide x 24" high—24" min. depth.

Custom II The convenience of two (18" interior) ovens—plus clean styling that complements any decor. Broil or bake in either oven with perfect results. Back-lighted, eyelevel control panel. Clock controlled baking, 60 minute timer, oven lights, non-fog oven windows, easy-to-clean porcelain interiors. Satin chrome doors (Model 2255 ENS) for that "soft sheen" quality finish or handsome coppertone (Model 2255 ENC). Cut-out dimensions 22" W x 38" H—22⅝" min. depth.

Space-Mate Condiment Cabinet Convenient condiment storage located immediately over the range or broiler. Push-button lighting illuminates the cooking surface below. Sixty minute timer also controls electric outlet. Cabinet dimensions are 12½" deep, 9" high, 30" or 36" wide.

JENN-AIR'S revolutionary Indoor Bar-B-Q

Self-venting solves all the problems of indoor broiling by outdoor exhausting.

Here's the indoor Bar-B-Q that solves the problems which kept charbroiling outdoors. Jenn-Air's revolutionary new self-venting gets rid of smoke and odors with no expensive hood. At the same time, this unique feature gives authentic charbroiled flavor in less time than charcoal itself.

Jenn-Air's new self-venting permits the uniform high heat that's the secret to charbroiled flavor. Automatic timer assures any desired degree of doneness with stopwatch consistency.

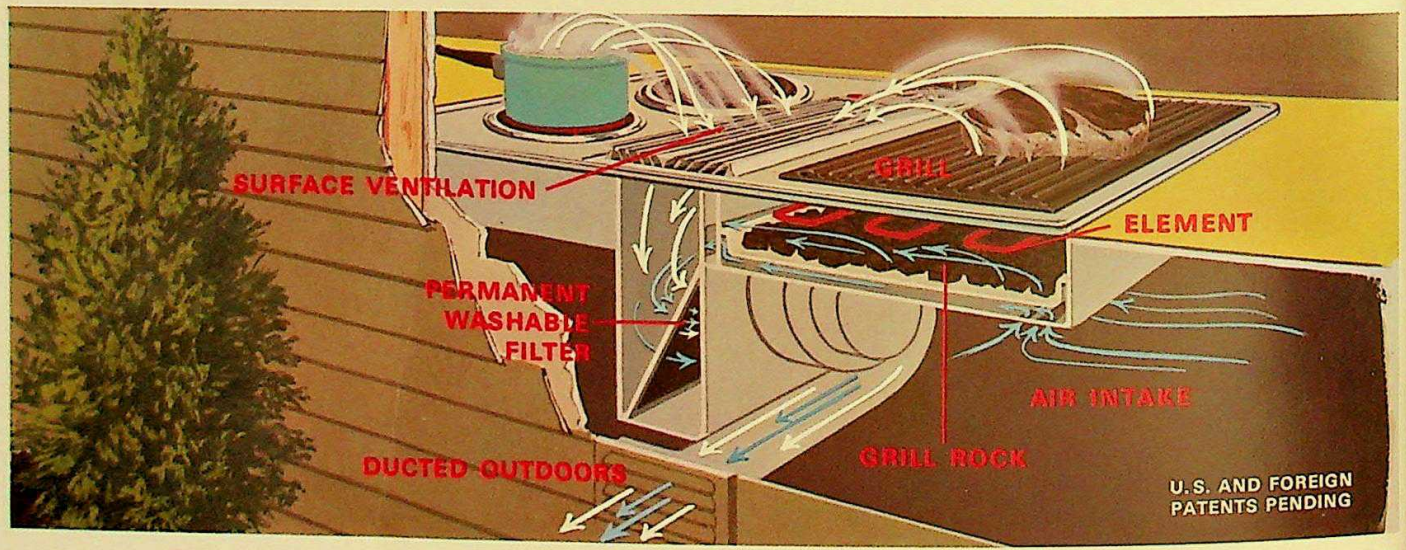
Here's how Jenn-Air's self-venting works. During preheating, Permanent grill rock below the grill is heated to meat searing temperatures by the 2800 watt heating element. As broiling occurs, droplets of meat juices vaporize as they strike the grill rock. Smoke and vapors bathe the meat with that true charbroiled flavor. Then they are snared immediately by the self-vent and exhausted outside.

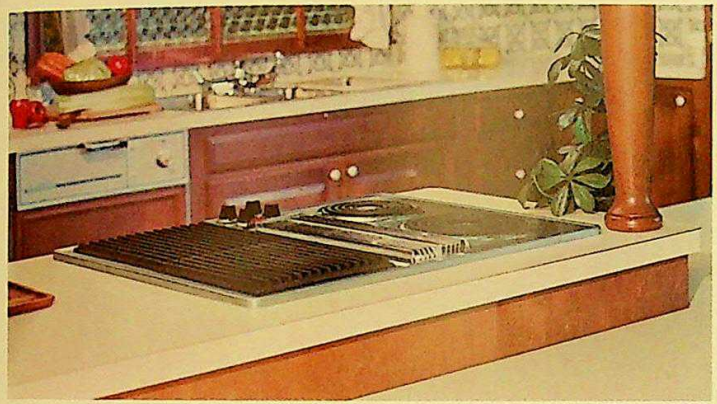
Additional cooling air flow between Permanent grill rock and heating element keeps temperatures below flash point, thus preventing flameup and unnecessary smoking that causes sooty flavor.

Noise is never excessive either, because venting at the surface requires only a fraction of the air volume moved by overhead hoods. Yet capture velocity is many times greater than with hood exhausting.

Clean-up is a breeze. Even simpler than with outdoor charbroiling. Grill top removes in two sections, and fits easily into sink. That's all the washing required!

Each time the griddle is used (it's included), internal parts and Permanent grill rock are cleansed by vaporization. Residue of drippings are vaporized and exhausted right outside. Excess drippings not vaporized flow into attached drainage jar below unit. Empties in seconds, as often as required.





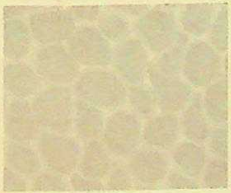
So Versatile! Opens a new world of charbroiling artistry...

Jenn-Air's Indoor Bar-B-Q unit installs easily in just a few square feet of space. Low profile lends functional beauty to any kitchen decor. By eliminating overhead hoods, this compact unit brings new flexibility into kitchen design. Makes center island and breakfast bar installation convenient, inexpensive and completely practical.

And Jenn-Air's Indoor Bar-B-Q comes equipped with grill-top and Permanent-type, non-stick griddle top. All that's needed to complete the wide new world of charbroiling artistry is the optional rotisserie. From fish to fowl, from steaks to shish kebab... all take on authentic charbroiled flavor year 'round.

Bar-B-Q units available in Three Decorator Finishes

- Satin Chrome
- Satin Chrome Hammertone
- Black Textured



JENN-AIR
CORPORATION
3035 SHADELAND • INDIANAPOLIS, INDIANA 46226

Jenn-Air... largest producer of cooking fume removal systems.

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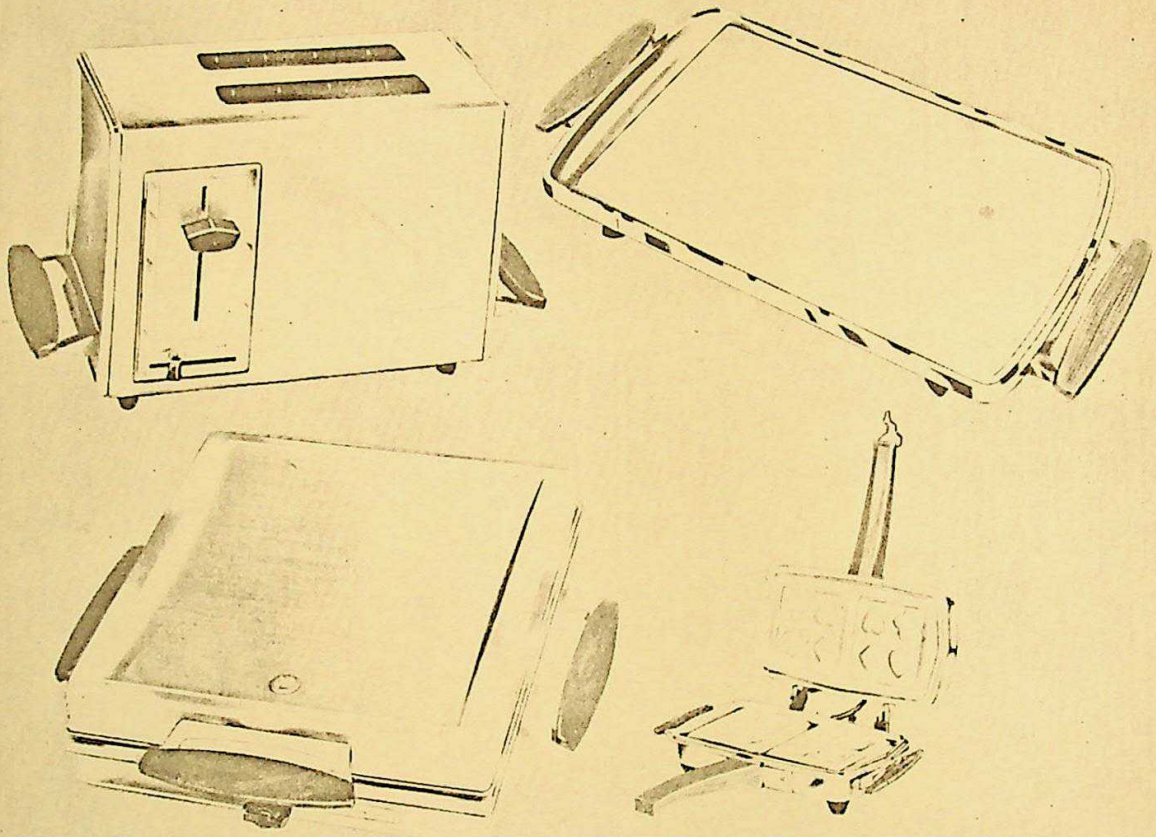

(Son-Chief)

DOUBLE YOUR PROFIT

WITH THE NEW CORY®

The only knife and scissors sharpener that both

STONES & HONES

Cory genius brings you the first electric sharpener with two separate wheels—one Stones . . . the other Hones. Now, all cutlery sharpens keener . . . stays keener longer. They'll buy this one quickly while you quickly pocket extra profit. Comes complete with famous Cory name. Order new Cory Model DKDS.

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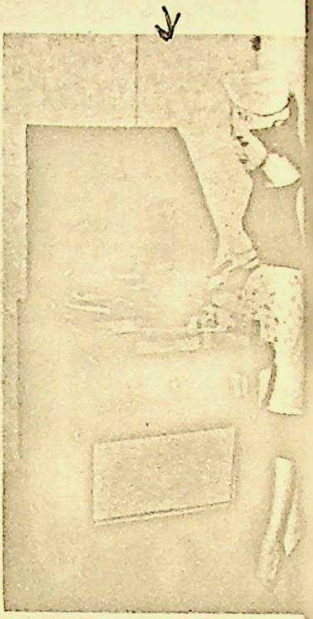
Mechanix Illustrated
June, 1960 -
pages 98+99

CHILDREN'S TABLE with umbrella has four seats attached. It also serves many adult purposes. $23.

Kusan, Inc., 3766 Belmont Blvd., Nashville, Tenn.



MOBILE cooker lets you grill, roast, barbecue or "rotiss" in or out. $300.

Hotpoint, 5600 W. Taylor, Chicago 44, Ill.

You can easily get to Junior before he can fight his way out of it and you can take it wherever you go with him. $9.95 at Hammacher Schlemmer, 145 E. 57th St., New York, N. Y.

A very nice thing to have out there in Funland is something to keep food and drink cold while you enjoy the heat. A Skotch container of some sort first comes to mind but there are other makes, such as the Wayfarer Samovar Cooler made by Standard Can Corp., which has not only a bale to carry it by but its own folding legs to stand on—very handy where table surface is precious. The stuff to use as a coolant is obviously ice, wet or dry, or one of the canned refrigerants such as Zer-O-Ice. Zer-O-Ice comes in a can and stays in the can—you put it in your freezer compartment to freeze the stuff inside, then put the can in with whatever you want kept cold. A quart can of Zer-O-Ice costs you $.98.

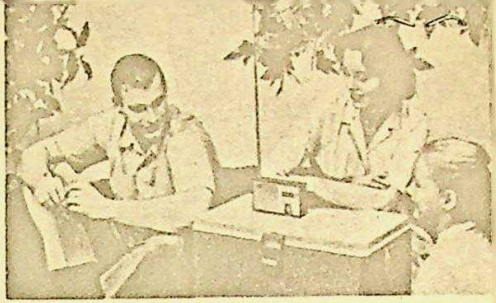
Sooner or later there [*Continued on* page 156]

JELLIED KINDLING in a tube burns ten minutes, can't explode.

National Distributors, Inc., 204 N. Market, Wichita, Kan.

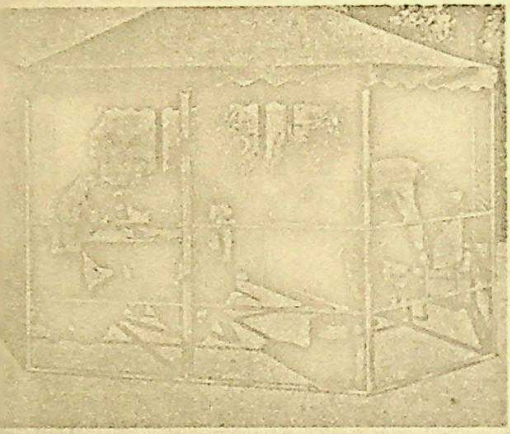
OUTDOOR SPEAKER brings music wherever you go from hi-fi, tape recorder, radio. $9.

Party-Q Corp., 601 W. 26th St., New York, N. Y.



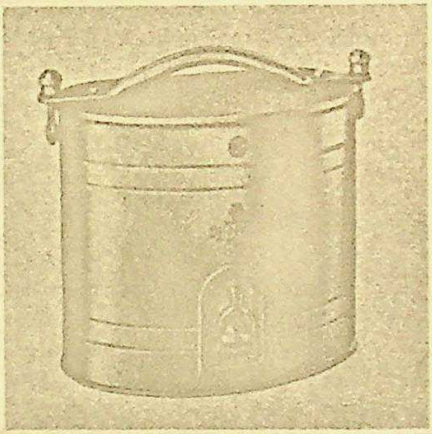
OUTDOOR RADIO, a portable transistor job, receives on standard and short wave. $75.

Channel Master Corp., Ellenville, N. Y.



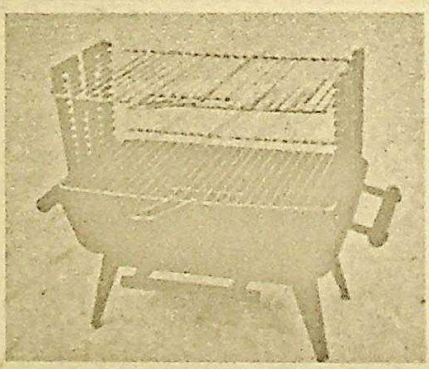
PORANDA provides outdoor comfort when the mosquitoes are humming. $230, $350.

Hammacher Schlemmer, 145 E. 57th St., New York, N. Y.



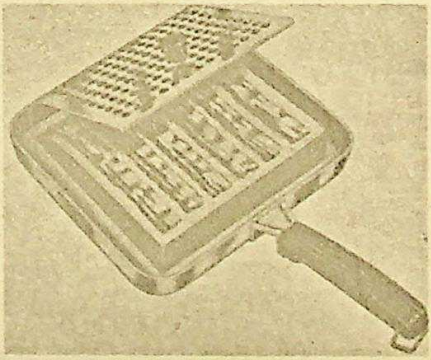
DISPENSIT keeps 2¼ gals. of fluid hot or cold for hours. Recessed dispenser. $30.

Abercrombie & Fitch, Madison Ave. at 45th St., New York, N. Y.



TWIN-GRILL, simple, adjustable, for patio or living room fireplace. Cast iron. $20.

Hammacher Schlemmer, 145 E. 57th St., New York, N. Y.



GRILL-IT bacon grill, good indoors or out; no turning or draining is needed. $4.95.

Hammacher Schlemmer, 145 E. 57th St., New York, N. Y.

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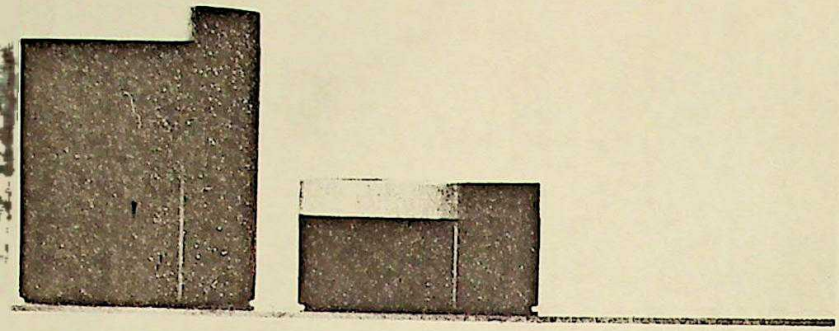
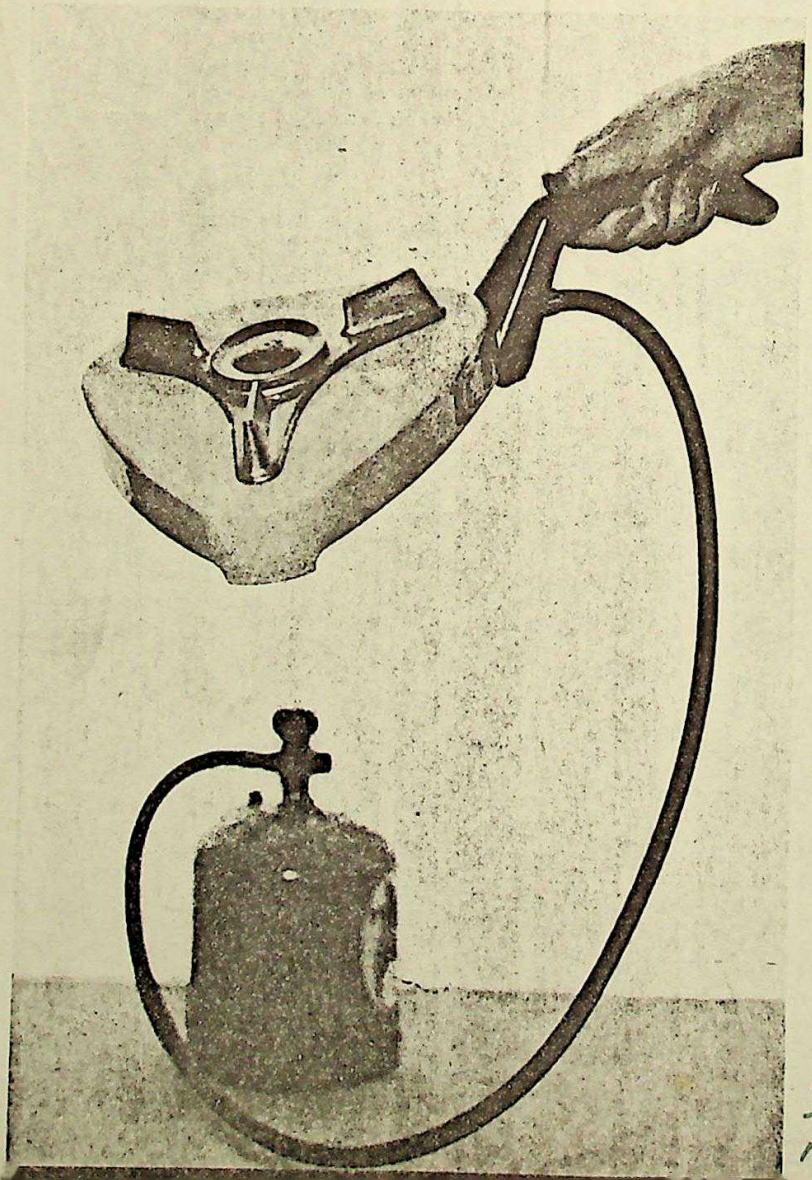
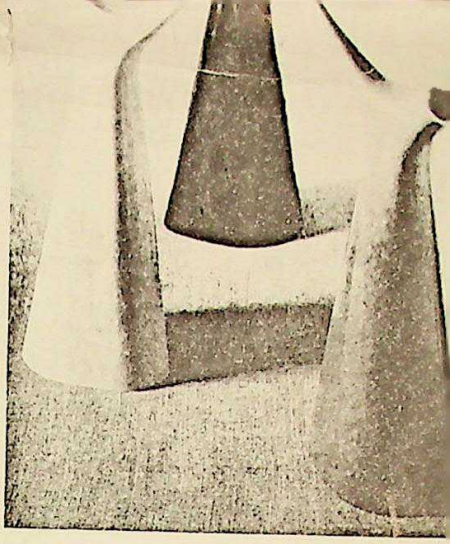
SWEDEN



Plastic cannisters *by C. A. Breger (Gustavsberg). The appropriate restraint of these forms is nonetheless arresting because of the articulation of edges, corners, and color areas.*

Single-burner gas hotplate *by Folke Arstrom (Bahco). Using the popular spherical triangle, the designer makes a simple direct statement that manages to be personal in detailing.*





Polystyrene watering cans *by C. A. Breger (Gustavsberg). Typically cera forms adapted to plastic production gain in practicality: they are lighter, ma easily gripped without handles.*

What is Swedis
by Arthur H
#3/1

KONTUR 3

Although a search for national characteris may not seem essential in light of the inter tional problems that confront us today, one c not, in presenting current Swedish producti overlook the economic and esthetic traditi that form a sounding board for contempora design. We seek the content behind simi forms—the overtones that otherwise dissimi things may have in common.

Let us start with the concept of simplicity, t interrelation of economy of materials and t esthetics of economy. For centuries Sweden h been a poor country. It has been geographical isolated. Its economy has seldom permitted ma nificent royal or feudal splendor. Precio metals, woods and stones are not among our n tional resources. Here the design language the continental styles has been translated in spirit of severity and thrift. The compact granit church, the log cabins, the heavy Renaissanc castles all bear the imprint of harsh and inartic late simplification—even baroque is spartan i Sweden. Everywhere there is an element of sim plification, a law of limitation which, dictate by material and geographic conditions, affec both the type of material and its decoration.

The esthetics of economy are, it happens, ex cellently suited to the techniques of modern in

Industrial Design
March 1960, page 82

~~XD-81/17~~ Design Oct, 1959, page 56
~~D81-10.L~~
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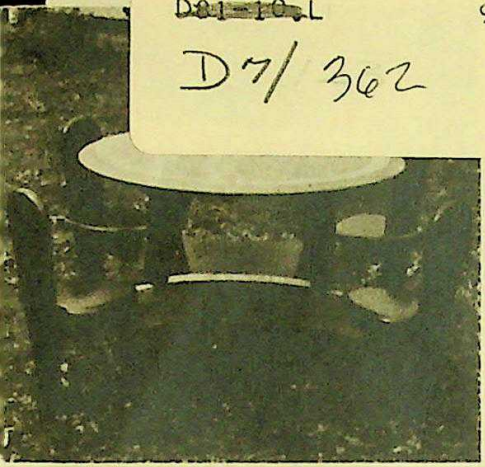

moto began his career as a furniture designer and sub-widened his activities to include general industrial design igns have always taken into consideration ease of manu- as consumer requirements. The children's table is a recent work.

Table gas heaters are often to be found on the Japanese dining table. BELOW is one of the latest models. DESIGNER *Bunro Matsumoto*. MAKER *Hakamada Metallic Utensils Co Ltd.*